

BABYCAL NEWS

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Salt-N-Pepa Joins the BabyCal Campaign To Deliver Important Prenatal Care Messages

The Grammy Award-winning group, *Salt-N-Pepa*, has joined with the California Department of Health Services' (DHS) BabyCal Campaign to educate pregnant women about the importance of prenatal care. California's First Lady, Gayle Wilson, who serves as the BabyCal Campaign Chairperson, announced Salt-N-Pepa's participation in the statewide Campaign at an April press event in Los Angeles.

In a series of new public service announcements for radio and television, Salt-N-Pepa reinforces the BabyCal Campaign's key messages: the importance of early and ongoing prenatal care, healthy behaviors throughout pregnancy and the availability of State programs that can help expectant mothers.

"We are very pleased to have Salt-N-Pepa's involvement in the BabyCal Campaign," said Gayle Wilson. "These women know how to speak to the very women BabyCal targets. As a result, we believe that Salt-N-Pepa will be a powerful and influential voice in delivering the BabyCal Campaign's prenatal care messages to young women statewide."

"Having a baby is one of the most important times in a woman's life. Through the BabyCal Campaign, we want to encourage expectant moms to 'do the right thing' to give their babies the best possible chance at a healthy life."

-- Cheryl "Salt" James

Also participating in the event were Sandra "Pepa" Denton and Dee Dee "Spinderella" Roper – the other members of the popular trio and fellow BabyCal Campaign spokespersons. Sandy Smoley, Secretary of the California Health and Welfare Agency, moderated the event.



• Mrs. Gayle Wilson (right) and Calif. Health and Welfare Secretary Sandy Smoley (far left) welcome Salt-N-Pepa (left to right) -- Cheryl "Salt" James, Dee Dee "Spinderella" Roper (holding 15-month-old Brittany Rice) and Sandra "Pepa" Denton -- to the BabyCal Campaign at an April press event in Los Angeles.

Held at a Hollywood soundstage, the BabyCal/Salt-N-Pepa event was themed "Every Baby Is A Star"– symbolizing the potential of every baby whose mother receives early prenatal care and practices healthy behaviors during her pregnancy. BabyCal's "Every Baby Is A Star" pledge was introduced at the event. The pledge is now printed on refrigerator magnets currently offered to CBOs for distribution to their clients. (To order these special magnets, see the insert in this newsletter).

The event drew strong press attendance, including local, national, ethnic and even international media. Extensive coverage has been confirmed to date, including placements on 10 major TV stations across the state, as well as airings on MTV, CNN and Black Entertainment Television.

The new BabyCal / Salt-N-Pepa public service announcements are airing on numerous TV and radio stations throughout the state, along with the existing BabyCal advertising.

Youth and Family Center, Inglewood and Long Beach

Director: Fred Fisher • Deputy Director: Robyn Elliott • Phone: (310) 671-1222

Established in 1980, Southern California Youth and Family Center provides community outreach and comprehensive family services from its offices in Inglewood and Long Beach. Services include case management for young parents, child care, HIV/AIDS education and violence prevention.

Many of the young women served by the Center are referred by their schools, the County of Los Angeles Department of Public Social Services (GAIN Division) or other agencies.

During the clients' initial visit, a case manager performs a needs assessment. Young women may be offered assistance with child care and school enrollment. They are given referrals to medical care and other resources. A nurse practitioner on staff takes vital signs and offers prenatal care information as needed. Once a young woman has been assigned a permanent case manager, she is provided with a BabyCal brochure and pen, along with a prenatal care handbook.

The Youth and Family Center provides off-site child care for approximately 19 infants and toddlers up to 3 years of age at a facility located 10 minutes from the Center's Inglewood office and to another 20 infants and toddlers at various Los Angeles-area locations through contracted child care providers.

One of the Center's most successful outreach activities is Family-Life Education, where staff members go into classrooms to address self-esteem issues and teach problem-solving and decision-making skills.

The Center recently launched an outreach program for men called Male Involvement. Aimed at young men, ages 14-29, this program promotes a positive approach toward life choices and responsibilities related to adolescent pregnancy.

The Youth and Family Center clientele is primarily African American and Hispanic. The Long Beach location also has



• Child care is among the range of services offered by the Inglewood and Long Beach-based Youth and Family Center to its diverse clientele.

seen an increase in Asian clients in the past few years, especially Vietnamese and Cambodian. "The multi-language materials provided by BabyCal are a great help in serving our clients," according to the Center's Deputy Director, Robyn Elliott.

Youth and Family Center is funded primarily by the State of California's Maternal and Child Health Branch and CAL LEARN. Serving approximately 1,500 clients on an ongoing basis, the Center's 70-member staff includes 36 case managers, seven health educators, five child care providers, two child development specialists and administrative personnel.

Youth and Family Center participates in a variety of community activities. For example, it sponsors an annual AIDS Education and Awareness Day at Inglewood City Hall, and recently held a Career Fair promoting job skills preparation and assistance for both young men and women. In all, the Center reaches more than 5,000 people a year through its outreach activities.

"We really love BabyCal; it gives us many of the tools we need to better serve our diverse clientele," says Elliott.



Salt-N-Pepa's Message to Pregnant Women About BabyCal



We're Salt-N-Pepa and we're here to tell you about an important campaign to help pregnant women. It's called BabyCal and it can make a big difference for you and your baby.

We believe that having a baby is one of the most important times in a woman's life. We want to encourage expectant moms to "do the right thing" and give their babies the best possible chance at life. That's why we think the BabyCal message is so important: see a doctor early and regularly in your pregnancy-and don't smoke, don't drink, don't do drugs.

We also encourage you dads to get involved -- encourage her, coach her, and make visits to the doctor together.

It's your baby too, and your support will make a big difference for both mom and baby.

In the next few months you'll see us appearing in BabyCal public service announcements promoting the importance of seeing a doctor early and taking care of yourself. We'll also be telling you to call BabyCal's toll-free number, 1-800-BABY-999, to get more information and to find out about programs that can help.

And remember - your baby is counting on you to do the right thing.

BabyCal and Salt-N-Pepa - we're in this together.



Health Fairs and Conferences

BabyCal participates in a number of health fairs and conferences throughout the state.

The Eighth Annual American Indian Job and Health Fair was held in late April at California State University, Los Angeles (CSULA). Sponsored by the Southern California Indian Center, the event attracted over 150 attendees. BabyCal CBO Coordinator Edith Tybo worked the BabyCal booth to provide Campaign information and materials.

BabyCal was represented at the **Black Infant Health Summit IV** in mid-May, sponsored by the LA County Department of Health Services and hosted by Great Beginnings for Black Babies. This conference targeted a broad spectrum of health care providers, including physicians, nurses and social workers addressing the area of prenatal care. CBO Coordinator Alva Moreno staffed the BabyCal exhibit.

A BabyCal booth also was featured at the **Maternal and Child Health Conference** held in the Bay Area in May entitled, "Innovative Partnerships For Improving Maternal Child Health." Sponsored by the California Department of Health Services, the conference reached key influencers in maternal and child health -- from public health policy makers to health educators and community-based organizations. CBO Director Paula Ramsey and CBO Coordinator Nadine Roberts staffed the BabyCal booth.

BabyCal also participated in the **World's Largest Baby Shower** in Sacramento, June 8. Sponsored by the Sacramento County Black Infant Health Program, the event -- held at a mall -- attracted some 2,000 attendees. BabyCal collateral materials were distributed at the BabyCal booth, complementing a variety of perinatal information materials featured at the event. CBO Coordinator Edith Tybo staffed the BabyCal booth.

IN THIS ISSUE:

Featured as an insert in this issue of BabyCal News is a mini-version of the BabyCal/Salt-N-Pepa poster, introduced at the April 16 BabyCal press event. A limited supply of full-sized posters (18" x 24") also is available.

You may use the enclosed order form for the Salt-N-Pepa posters and BabyCal pledge magnets.

Also enclosed is the most current BabyCal collateral order form. Please be sure to use this form when placing your order.

CBO Mailbox

The CBO Mailbox serves as a forum for addressing questions from CBOs and soliciting CBO input regarding BabyCal Campaign programs and materials. Below is the question posed in the last issue of BabyCal News and a response from one of our readers.

Q. What one new CBO outreach material could BabyCal produce to make the campaign more effective with the pregnant women served by your organization?

A. Please develop a poster that shows a father. Our outreach should include fathers!

– Susan McNelly, Monterey County Department of Health

Susan - we appreciate your input, which echoes feedback we've received from a number of CBOs. BabyCal has featured the role of fathers in its TV advertising and brochures and will continue to emphasize this as we develop collateral materials in the future.

– Paula Ramsey, CBO Director

This Issue's Questions:

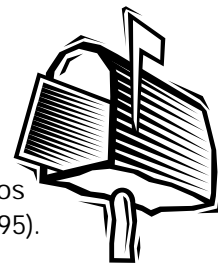
Q. Who are your clients? Q. At what stage in their pregnancies do they typically seek prenatal care?

Q. What do your clients consider "early" prenatal care?

Q. What strategies can BabyCal use to motivate women to get earlier prenatal care?

Mail or fax your response to:

Hill & Knowlton, Attn: Erica Boatman,
6500 Wilshire Blvd., 21st Floor, Los
Angeles, CA 90048 (fax: 213/782-8195).



Smoking While Pregnant Linked to Retardation

A recent study published in the April edition of the journal, *Pediatrics*, provided expectant mothers new reasons not to smoke while pregnant.

The study reveals that pregnant women who smoke are 50 percent more likely to have mentally retarded children than women who do not smoke while pregnant.

The same study revealed that pregnant women who smoked a pack a day were 85 percent more likely to give birth to a retarded child.

While previous studies have linked smoking during pregnancy with low birthweight and infant mortality, this study was the first to link smoking with retardation, according to Carolyn Drews, an associate professor of epidemiology at Emory University who headed the research.



– How to Order BabyCal Materials –

A variety of BabyCal materials are available free of charge to help you with your perinatal outreach efforts, including multilingual posters and brochures, brochure holders and ball-point pens.

Order forms can be obtained from your CBO Coordinator or Hill & Knowlton, and faxed to Erica Boatman, fax no. 213/782-8195.

All orders are fulfilled by Hill & Knowlton, Los Angeles, within 48 hours of receipt, and shipped via UPS.

BabyCal Campaign Contact Information:

CBO Coordinators:

Northern California: Nadine Roberts (916/422-7816) or
Edith Tybo (916/395-0461)

Southern California: Carmen Hayward-Stetson (818/906-8892) or
Alva Moreno (310/948-2281)

Hill & Knowlton: 6500 Wilshire Blvd., 21st Floor,
Los Angeles, CA 90048

Contact: Paula Ramsey (213/966-5711) or Erica Boatman
(213/966-5740) Fax: 213/782-8195

Department of Health Services:

714 P St., Room 1650, Sacramento, CA 95814

Contact: Lisa Jackson (916/657-3719) or

Teri Hodges (916/657-0255) Fax: 916/657-3224